

Spas Flowing With Milk and Honey, Diets, Money

BY JULIE BYRNE
Times Staff Writer

A woman swings like Tarzan on a gold rope before plunging into an icy pool, while another's body is coated with wax.

Others are ordered to bend, kick, roll and bounce along before submerging in soothing liquid, be it perfume, herbs or milk.

All this sounds like fiction, but it's happening at beauty and health spas throughout the nation, attracting a growing number of men and women — people willing to spend from \$400 to \$800 a week to work out or relax in luxury, sometimes in marble settings, surrounded by plush greenery.

The more expensive the spa, the stricter the regimen.

Every spa plans a personalized course of action and schedule for each client, including exercise, skin care, make-up, diet and treatments.

Beautiful, and usually young, exercise directors, cajole, shame or coax the laggard into more violent exercise. Their slim leotard-clad figures are the carrots dangled in

front of hippy women who hope to reach the same perfect proportions.

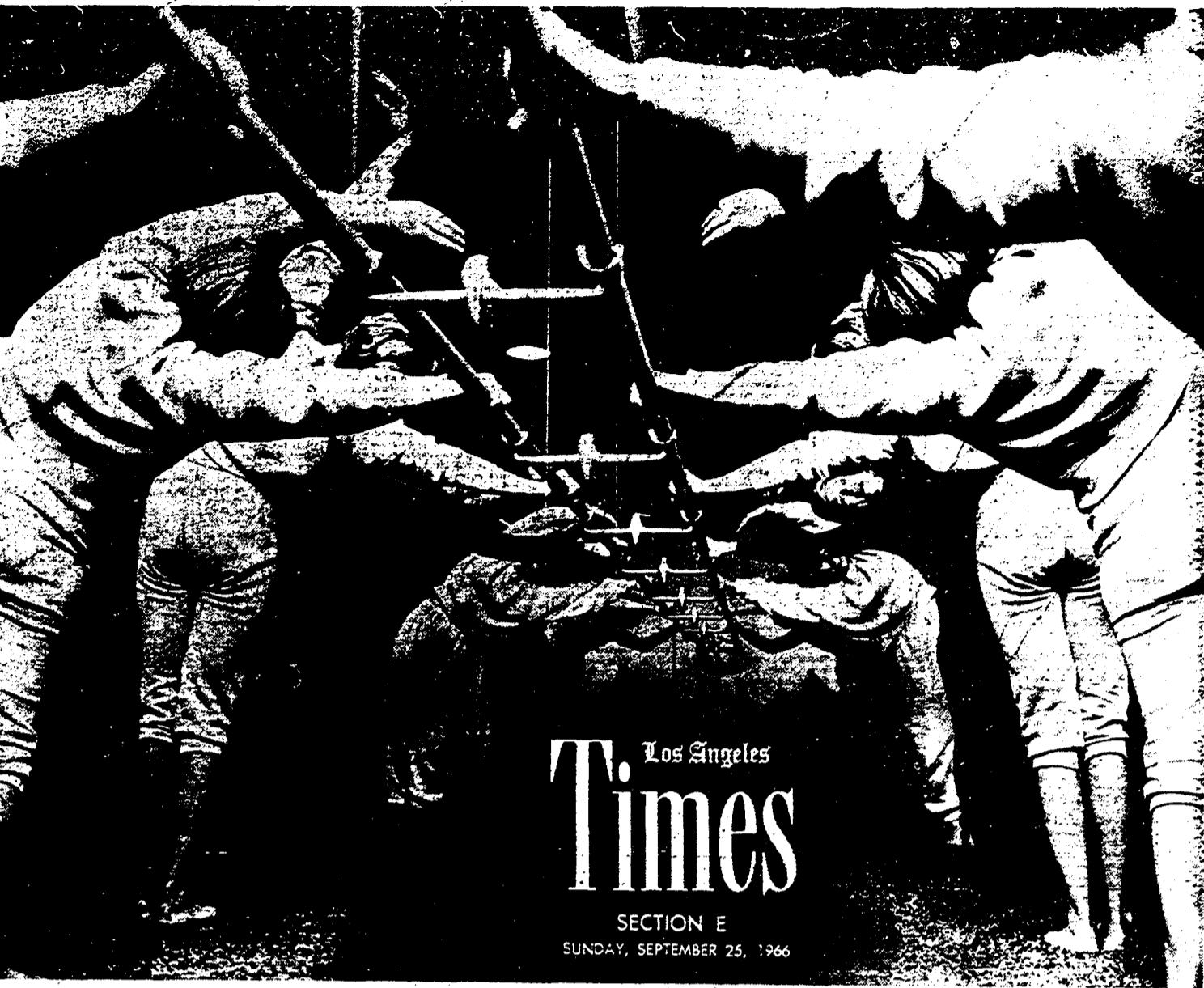
Most of the spas work on "for women only" plans with a few weeks thrown in for "men only." But there also are some coeducational spas, such as La Costa, located near Carlsbad.

What is sauce for the goose is sauce for the gander at La Costa. A facial mask for women becomes an "executive" facial for men. "Costa Curves," a 40-minute workout with hula hoops, becomes "Costa Capers" for the men. But the routine is the same.

And as Beverlee Metzger, exercise director, belts out orders to the accompaniment of a record player, men and women go through the same motions, though in separate quarters. Then off to the array of massages, baths and unguents to assuage complaining muscles and beauty treatments to lift the ego.

For the spouse who doesn't care

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SECTION E

SUNDAY, SEPTEMBER 25, 1966

BAR WORK—Mirror, mirror on the wall in La Costa gymnasium reflects the women who exercise in an effort to be the fairest of them all.

Times photos by Mary Frampton and Frank Brown

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FACIAL EXERCISE—Double chin gets electric massage in La Costa gym.



EXECUTIVE FACIAL—By any name facial mask is still beauty treatment.

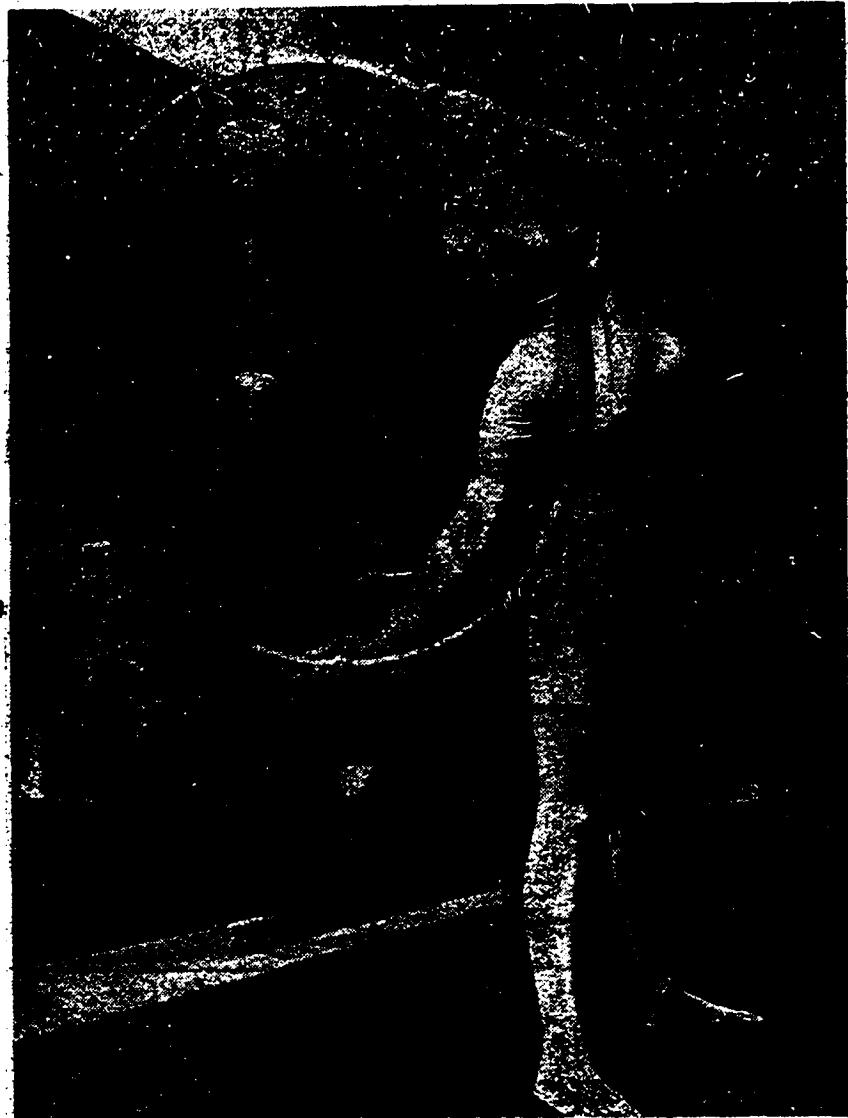
PRESSURE SHOWER—No singing in this rain of high pressure water.



TOLTEC WORKOUT—Indian-inspired exercise field gives reducers at La Puerta fun as well as work in sun.



HAPPY FEET—Lolling in solarium while attendant pampers your feet is luxury treatment at La Costa.



HOOP LA—It takes a lot of bending, rolling to achieve this svelte figure. Times photo

HEALTH AND BEAUTY SPAS

Continued from First Page

for health and beauty routines. La Costa offers golf, tennis and a cocktail lounge. There even are two dining rooms—one for dieters, the other for devil-may-care.

Texas provides something new in His and Her spas. The First Lady and President Health Clubs in Houston are private membership, with unique facilities including bicycle seats upholstered in mink and 24-carat bidders.

There, women can swing like Tarzan on golden ropes before plunging into the cold Swedish Energy Pool. And a Cleopatra bath offers a choice: bathe in perfume or milk. All this for a membership fee of \$550 and \$336 yearly dues plus the cost of massages and other treatments.

Glamour Creams

The Golden Door, at Encinitas, is a luxury spa which offers the usual physical and facial conditioning plus specialized creams and ointments which ride under glamorous names like Elixir D'Aphrodite.

Rancho La Puerta in Tecate, Mexico, offers family programs with permissive-type routines. After receiving a planned schedule, it is a do-it-yourself operation. No one leads you by the hand or insists.

This Mediterranean-style spa features unusual diets, including a "grape cure," and vegetarian meals. Local bees supply honey... Nubian goats milk for home-grown meals.

The outdoors gets a big play with horseback riding, mountain walks and Toltic games for diversion as well as exercise. Since this is one of the older spas, the prices begin at about \$12 a day American plan, with treatments extra.

Halfway between Dallas and Ft. Worth is an enclosed Persian-like paradise where wealthy women are pampered right out of their weight. Called the Greenhouse, this spa includes a lavish pool topped with lattice work which allows the sun to bathe the women and lush greenery alike.

There, for \$600 a week, women live like queens while working like horses in a silken stall, of course.

The Greenhouse also offers an occasional Silver Spoon Week. For the price of \$650, very young women not only get beautified but learn about name association, etiquette, table setting and the secrets

of Neiman-Marcus gift wrapping.

And for the men, there's a two-week stay with a bonus of golf clinics and wine tasting sessions.

Elizabeth Arden's Maine Chance palaces of beauty in Phoenix and on the East Coast are probably the oldest in the United States and are certainly the most exclusive. People often stand in line for a long time to pay the \$650 to \$800 a week fees.

Why the Attraction?

Aubusson carpets and antique furniture fill the palaces. One must dress for dinner. Here you are led by the hand, given loving care as you tread from one treatment to another.

Frustrations are expelled— even husbands are far from welcome visitors.

Why do people go to spas and go through all these contortions?

On the surface, some go to lose weight, others to gain, to tone muscles and beautify their faces. For some, it is to be pampered mentally as well as physically.

"It is like being brain-washed," said a gray-haired woman whose face still was contorted from vigorous exercises. "You

work so hard here to make a little improvement. When you leave you remember how hard it was, and it makes it easier to turn down cocktails and desserts."

"I wanted to get away from my husband," revealed another.

"Oh it's so wonderful... everything is done for you. You don't even have to think," was one happy woman's answer.

"A sylph-like young woman who went along to 'encourage a friend' had a down-to-earth explanation for many of the spa-going women:

"Oh they get so smug, no matter how they look. Then the first time their husbands look at a young chick they get a case of frights and run for the spa."

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Astrological Forecast

BY CARROLL RIGHTER

SUNDAY, SEPT. 25

ARIES (March 21 to April 19): Any problematical social affairs can be straightened out very ideally now if you show diplomacy and are fair and just with all, especially yourself. Live the Golden Rule, particularly where friends are concerned. Be true.

TAURUS (April 20 to May 20): Instead of losing your temper with a higher-up, a courteous and understanding attitude will be more effective. Trying to be forceful with anyone at all is bad. Reason clears up all errors of any sort.

GEMINI (May 21 to June 21): Attending services of your choice, or reading enlightening philosophical or scientific works can open

IF YOUR CHILD IS BORN TODAY he will be one of those interesting young people who feels that change is very important and is always stirring things up, and could do so at the wrong moment, which could prove very dangerous. Teach to think and study more and to persevere, be more stable. New Era interests are fine here, and guiding others to better living is good upon maturity. Send to a private college, if possible.

MOON CHILDREN (June 22 to July 21): Your intuitive faculties are working very well, if you attune yourself to the spiritual instead of the solely practical. Get affairs in better order. Be gracious with mate who makes necessary demands.

LEO (July 22 to Aug. 21): If you confer with allies you can map out a more practical course that will increase benefits, make your work more enjoyable. Just one unkind word could start a very unhappy argument. Be gentle.

VIRGO (Aug. 22 to Sept. 22): Being of service to others

where most needed can help you to gain the good will of others who mean much to you. If you are more up-to-date in your ideas, you can solve problems more quickly. Make plans now for later success.

LIBRA (Sept. 23 to Oct. 22): You have to be most diplomatic today or you will not have the happy time you desire because of unfavorable conditions about. Say words that are peaceful. This can stop many an argument.

SCORPIO (Oct. 23 to Nov. 21): Everyone seems to be rather touchy at home so

be sure you don't add any fuel to the present fire. Don't attach importance to thoughtless remarks from others. Use the salve of kindness and all is well.

SAGITTARIUS (Nov. 22 to Dec. 21): Don't judge others harshly, but show understanding and kindness when the waters are turbulent. Particular care must be taken in driving or you certainly can get into trouble. Be courteous on the road.

CAPRICORN (Dec. 22 to Jan. 20): Trying to buy your way out of some difficulty you yourself are responsible for would do not a bit of good. Mend your ways. Show true contrition. Start budgeting in a most sensible way.

AQUARIUS (Jan. 21 to Feb. 19): Be sure you maintain present security instead of making radical changes at

a time of stress or dissatisfaction. Be sure to calm down. Then you see all in its true perspective and you act constructively.

PISCES (Feb. 20 to March 20): Go over all of your facts before coming to some conclusion that is important to your well-being. An error could be very expensive. Assist those in

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need and you get much loyalty in return, make wonderful friendships.

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